

Reserve

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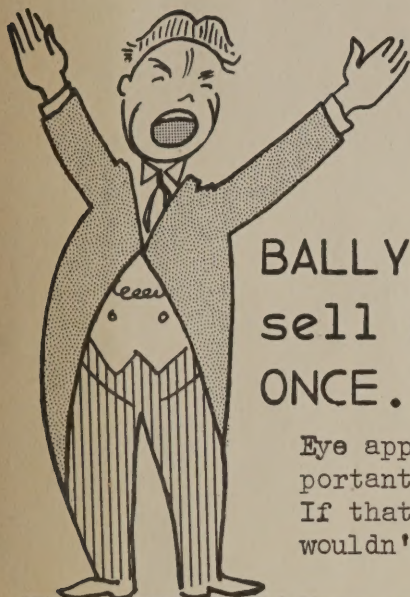
Reserve
BOOK NUMBER

1.913
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GENERAL SPOTS

originated by the Office of Information of
the Massachusetts Extension Service.



BALLYHOO will
sell anything
ONCE.

Eye appeal plays an important part in selling. If that weren't true, you wouldn't be reading this.

Here are some lead sentences which can be adapted to your subject.



Reserve

**KEEP
HAMMERING
TO GET RESULTS.**

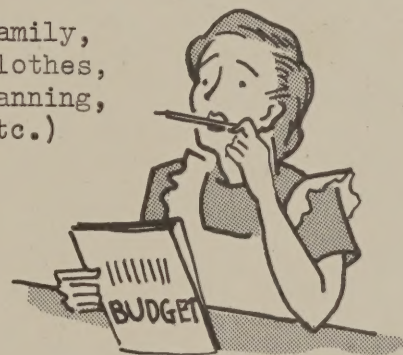
That's why farmers must keep after this problem of...
(soil conservation, pest control, etc.)



**HAVE YOU
HEARD?**

What farmers are doing
in the way of...
(growing sweet corn,
marketing apples,
etc.)

(Family,
clothes,
canning,
etc.)



Here's something we want
YOU to know about, **MR. FARMER**



Boy, am I **GLAD**
YOU TOLD ME!



